



United States Department of State

Coordinator of Public Diplomacy for
Latin America and the Caribbean

Washington, D.C. 20520

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September 24, 1985

MEMORANDUM

TO: S/S-EX - Mr. Pat Kennedy
FROM: S/LPD - Otto Reich *OR*
SUBJECT: A Contract for International Business
Communications

This is to request a fixed-priced contract for International Business Communications (IBC) in the amount of \$278,725. This contract will begin October 1, 1985, and will end September 30, 1986.

Total cost of contract is based on similar services rendered in FY 1985 by International Business Communications to S/LPD, and additional services involving distribution of S/LPD publications, as follows:

Salaries	
Two senior partners 50% of time	\$60,000
\$5,000 per month for 12 months	
Three I.B.C. staff members 35% of time	18,000
\$1,500 per month for 12 months	
Representation	4,000
Translation of articles, speeches, written materials	4,000
Interpretation fees	2,500

Materials and Distribution

Postage	2,000
Messenger/courier	1,500
Telex	2,000
Telephone	3,000
Photocopies	2,000
Purchase of books, materials	2,000
Photographic services	1,500

Event Coordination

Room Rental	3,500
Audio-Visual, Equipment Rental	1,000
Secretarial Services	1,000

Travel Expenses

I.B.C. Principals	10,000
Other	8,000
Taxi	1,500

Sub-total \$127,500

Distribution

Salary for Direct Mail
Professional (1 year) 50,000

Salary for Computer
Specialist (1 year) 22,500

Furnishings/Equipment 17,500

Transportation

Vehicle	13,000
Parking	1,000
Driver/Messenger/Clerk	16,000
Maintenance/Gas	2,000
Insurance	1,500

Telephone 2,000

Supplies 4,000

Overhead - 15% 19,725

Subtotal \$151,225

Total \$278,725

The services to be rendered by IBC are critical to our public diplomacy strategy and toward increasing understanding of U.S. policy in Central America and the Caribbean.

The services and the contractual arrangement with IBC are not to be publicly disclosed because of their character, ingredients, and components.

Services will be performed at:

International Business Communications
1523 New Hampshire Avenue, N.W. Suite 200
Washington, D.C. 20036

A sole-source justification is attached.

John Blacken, Deputy Coordinator of Public Diplomacy for Latin American and the Caribbean, S/LPD, shall serve as the Contracting Officer's Technical Representative (COTR). His telephone number is 632-6751.

During FY-1986, IBC will provide services under the direction of S/LPD, as follows:

1. Provide counsel and assistance to S/LPD for programs during visits to Washington and the United States of Central American representatives of political, business, and humanitarian organizations.
2. Provide S/LPD contact to Central American refugee groups and exiles in Washington and the U.S., arranging their activities to include media events, interviews, and public appearances.
3. Translate and distribute articles on Central America to United States news organizations and public-interest groups.
4. Provide points of contact for congressional and public-interest offices seeking to interview exiles and refugees.
5. Seek out and establish media and public-speaking opportunities for Nicaraguan exiles and refugees.

6. Brief correspondents and syndicated
- columnists on materials and sources. Where
necessary, provide on-the-ground, in-country
logistical support.
7. Compose and edit letters to the editor of
major newspapers and magazines in response to
articles on Central America.
8. Provide S/LPD with op-ed pieces and feature
articles for distribution to selected
newspapers and magazines.
9. Travel to and coordinate S/LPD-directed media
visits to Central America.
10. Provide source materials for journalists who
contact S/LPD for information relating to the
regional conflicts.
12. Provide and present briefings to individuals
designated by S/LPD on security
considerations, refugee problems, and
political dynamics of the region.
13. Edit briefing materials created by S/LPD.
14. Maintain contact with
public-policy organizations.
15. Design, organize and run a distribution
system for S/LPD publications.
16. Design, develop, maintain and update
specialized, computerized addressee lists.
17. Provide coordination with S/LPD and FAIM/PS for
co-ordinating print runs of publications,
and maintain S/LPD's publications for in-house
distribution.
18. Provide inventory control, storage, mailing and
shipping of S/LPD publications, both to lists
and on a request basis.
19. Conduct special studies and projects as may
be required.

Because of the start-up investment required for the distribution segment of this contract, payment schedule should be as follows;

1. \$30,000 each month for October and November, 1985.
2. Beginning December, 1985, payments each month of \$21,872.50.

The completed contract and payment checks should be sent to;

International Business Communications
1523 New Hampshire Avenue, NW, Suite 200
Washington, D. C. 20036

Thank you for your assistance in processing this request.

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Drafted by: S/LPD:FGardner:632-6751

9/24/85

Cleared: S/LPD:JBlacken

SOLE-SOURCE JUSTIFICATION

S/LPD is tasked with the coordination of Latin American public diplomacy efforts. Some of the major components of this effort are as follows:

- An ability to respond to major media outlets and to inform the American public regarding current Administration policies and programs.
- A responsibility to present to American audiences, by way of public appearances, panel shows, and press conferences, those vicitims and eye witnesses from the region who can demonstrate the truth about communist-supported political and military oppression, human rights violations, and acts of terrorism.
- Formulation and maintenance of a basic kit for selected speakers to present declassified and unclassified material to a wide range of American audiences.
- The preparation and distribution of one-page briefs to address frequently stated criticism of U.S. policy in the region.
- Publication and distribution of documents involved with U.S. public diplomacy.

International Business Communications (IBC), with its staff of ten persons, is uniquely qualified to continue its work in this effort, such projects which are beyond the capabilities of the limited S/LPD staff to undertake. Some of the unique features of IBC are as follows:

- Full-staff language capacity in Spanish.
- In-depth files on Central American countries.
- Trust of Ncaraguan refugee groups.
- Expertise in direct mail and distribution of documents.

The senior partners of IBC are:

- Frank Gomez, former deputy assistant secretary of state for public affairs; later, director of USIA's Foreign Press Centers; former foreign service officer in Costa Rica, Colombia, and Haiti; bilingual in Spanish.
- Richard R. Miller, former director of public affairs for AID.

Since their government service, both senior partners have traveled to and written about Central American countries and political groups.

In addition, the continuing project requires the following capabilities, all of which each senior partner has:

- Top Secret security clearance.
- Expertise in Central American affairs.
- Understanding of U.S. policy in the region.
- Knowledge of how the American news media works.
- Insight into the design of public information strategies.
- Superior writing skills.
- Care in the handling of sensitive documents.
- Good judgement in compiling information for public consumption.
- Ability: To write "talking points."
To prepare and maintain speaker kits.

To analyze media reporting.

To interact with senior government officials.